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RISO Ink

RISO'S Quarterly Employee Newsletter

Dealers' Secrets to Success

by Kathy Rousseau

What ingredients go into making a successful RISO dealership? Why do some dealers continually exceed quota while others have difficulty even coming close? Is there a formula for success? Looking for some answers, RISO INK called on a few of our most prosperous dealers and asked them to share their secrets.

Although the size and geographical territories of each dealer vary greatly, their responses do not. They are all CI-authorized, utilize the quarterly marketing packages, have the required number of RISO specialists on board, are Sales-Power Certified, and hold dem centers regularly. As a reward for their hard work, these dealers now qualify as RISO Partners.

In San Bernadino, California, Tom Thompson of Burtronics Business Systems—176 percent of quota for October—offers this advice. "Show the product, believe in it, and always lead with the RISO Publisher. We've placed fourteen so far this year...our quota was four! Put on dedicated RISO specialists who understand application selling, and take advantage of the quarterly marketing packages." Thompson's formula seems to be working: RISO-related sales at Burtronics jumped from 0 percent in 1987 to between 20 and 30 percent of revenues in 1994.

Fairly new to RISO is Digitech in El Paso. Maurice Plesant inherited this Texas territory from a previous, unsuccessful dealer. Selling RISO products since only June of this year, Digitech is at 233 percent of quota for October, up from 176 percent in September. How did the dealership accomplish these incredible numbers? "We stick to the game plan," says Plesant. "We use the quarterly marketing packages religiously and always sell top-down. We position the Risograph as a computer output device that prints in color. We never mention the CI as a separate product, and by positioning it as a color printer, of course, customers are going to order color cylinders." Fifty percent of Digitech's commercial placements are Publishers, and the average sale includes three color cylinders.

When we called Russ Reed at W.S. Reed Company in Grand Rapids, Michigan, he had just completed a two-day sales blitz that resulted in sales of 25 units. RISO accounts for 20 percent of

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The Risograph Shows Off

by Carla Paredes

On September 25-28, RISO exhibited at Graph Expo East, the largest exhibition of graphic communications technologies in the United States this year. The show drew 25,000 printers, publishers, graphic designers, and reprographics professionals.

The RISO staff demonstrated the benefits of the Risograph from 6 strategically located demo stations, each featuring a RISO Publisher with a 50-sheet ADF, editing board, and color print cylinders. In addition, each unit was equipped with one or more RISO accessories: M-60 sorter, TM2400 sorter, and/or SF3000 paper feeder.

We also displayed the ever-popular printer application—thermography! Printers are always impressed that they can produce raised output so easily when the Risograph is run on-line with a thermography machine. Though the Risograph will work with any type of thermography equipment, small or large, we displayed the Therm-O-Type Model 410-M, a heavy-duty machine commonly found in one- or two-press, quick print shops or heavy production plants. Virkotype, another

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Graph Expo

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thermography manufacturer, also displayed an RC6300 in their booth, so we enjoyed twice the exposure by "co-exhibiting."

Applications, applications, applications! The SalesPower-trained RISO sales staff focused their demonstrations on everything from 12-up business cards, flyers, announcements, and report covers to door hangers, tent cards, envelopes, carbonless business forms, and paper bags.

The staff's dedicated efforts generated 863 qualified leads and 10 orders during the show, totaling $165,000 worth of RISO equipment and accessories, including 10 RC6300 Publishers, 4 color cylinders per order (on average), and 6 TM2400s. And this was just the first wave. Who knows the number of orders that may roll in later!

RISO also exhibited at the Technology & Learning Conference in the Infomart in Dallas, October 26-28. This conference, sponsored by the National School Boards Association, focuses on today's important education technology market and attracts the professionals who research and implement the latest products. RISO displayed a fully loaded RC6300 Publisher and an RA5900 interfaced with a TM2400 sorter. In addition, Bob LaPointe, RISO's director of GEM accounts, spoke to technology leaders on the "Emergence of Digital Duplicating." The GEM team concentrates its efforts on state and local government, higher education and major metropolitan school systems, and medical markets.

Look for the latest in Risography at these upcoming shows:

- Graphics of the Americas,
  Miami, FL, January 20-22, 1995
  15,000 printing and publishing industry professionals
- AASA, New Orleans, LA,
  February 10-12, 1995
  4,000 school board administrators
- Graphic Arts, Charlotte, NC,
  March 16-18, 1995
  15,000 small- to mid- size printers, in-plant and quick printers, and desktop publishers. ≈

More For Less A Huge Success

by Kim Labow

RISO's second quarter came to a successful close with a boost from the More For Less promotion. Under this program, we offered a free accessory to every customer who purchased an RA5900 or RC6300 and a free copy of Aldus PageMaker to every customer who purchased a RISO Publisher between July 1 and September 30.

Over 610 RA5900s and RC6300s were sold; 158 of these were RISO Publishers. This means that over 27 percent of all units sold for this promotion and 36 percent of all RC6300 sales were accompanied by a computer interface.

The most popular accessories were the RA5900 and RC6300 edit boards: over 37 percent of new customers selected them. About 32 percent of RA5900 and RC6300 customers chose an automatic document feeder, and 30 percent of all new customers ordered the RA5900 cylinder or RC6300 letter-size cylinder.

Thanks to everybody who made More For Less a huge success. ≈

The RISO Partners Program Provides Price Incentives to Dealers

by Karen Schmuch

On October 1, 1994, RISO formally launched the RISO Partners Program. A total of 188 dealers who met or exceeded their assigned quotas—plus all new RISO dealers—are now eligible to receive the best possible prices on equipment, accessories, and consumables. RISO Partners can also purchase collateral materials at a substantial discount and qualify for many other exciting benefits under the program.

How do dealers become RISO Partners? It's easy! If they achieve at least 100% of quota between October 1, 1994 and March 31, 1995, they are automatically enrolled in the RISO Partners Program for the next 6 months. They become eligible for preferred pricing and other Partners Program benefits beginning April 1, 1995. If they meet or exceed quota for the next 6 month period (April 1, 1995 through September 30, 1995), they qualify for Partnership for another 6 months, beginning on October 1, 1995. And so on.

For more information about the RISO Partners Program, dealers should contact their District Manager. ≈

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New GSA Legislation:
State and Local Government Agencies Gain Pricing Clout

by Brian Ormsbee

Legislation is currently pending on Capitol Hill that would allow state and local governments to purchase goods and services through the General Services Administration (GSA). The bill has passed the House and Senate committees and is being revised to reconcile language differences. Once all issues are resolved, the bill will go through the House and Senate one last time. Then it will be sent to President Clinton, who is expected to sign the bill into law.

Under the legislation, state and local government agencies will be entitled to the same pre-negotiated pricing on goods and services—from computer equipment to office furniture—that federal agencies have enjoyed for many years. The addition of state and local government agencies to the GSA contract could create a huge market with powerful leverage in pricing negotiations. In addition, administrative costs of state and local government agencies will be cut considerably because this law simplifies their procurement process.

How does this legislation affect companies, like RISO, with GSA contracts? The overall reaction is mixed. Some vendors believe the law will make it easier for them to market to these state and local government agencies. But other vendors are afraid they will be forced to lower their pricing, further eroding their margins.

RISO's GSA Contract

RISO currently features its product line on a Federal Supply Schedule (GSA 36). The RISO contract (number GS-00F-6044-A) is effective September 17, 1991 through December 31, 1995, and covers modifications 1 through 11. We just released the updated version of the contract, which contains color photos of products. New additions to the contract include space requirements, national and international dealer listings, and a partial customer list. Copies of the new GSA contract are available through the marketing materials order form from RISO Customer Service (order item #218) for $5 a copy. Remember, this item is a sales tool and thus qualifies under the terms and conditions of RISO's Co-op Program. ≈

RISO Publisher Donated to RIT's Institute for the Deaf

by Kim Labow

RISO recently donated a RISO Publisher to Rochester Institute of Technology's National Technical Institute for the Deaf. The system, housed at NTID's School of Visual Communications, consists of an RC6300 digital printer, the CI300 computer interface, an editing board, automatic document feeder, and three color print cylinders. It will be connected to Macintosh computers via an Ethernet network.

The Publisher will reside at NTID's High Technology Center for Electronic Publishing and Imaging, where staff and students will use it to update curricula and produce newsletters and information kits. With this donation, RISO joins over forty vendors who have contributed more than $750,000 worth of equipment and software to the Center. Each year over 5,000 printing industry members attend RIT seminars and tour the Center. This gives students opportunities to network for future careers, and it gives corporate donors visibility to thousands of industry professionals.

In addition to the RISO Publisher, the Center's computer equipment includes document production software, peripheral devices such as scanners and high-capacity storage units, black and white as well as color printers, and high speed production equipment. ≈

Dealers' Secrets to Success

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W.S. Reed's revenues. According to Reed, that figure has increased dramatically over the past three years. Why? "We concentrate on the RISO program. We concentrate on niche markets and applications selling." Reed is also quick to credit Sales Manager Tom Jackson, "an old copier guy," with the rapid growth of their RISO business.

Ron Granick, sales manager at Advance Business Systems & Supply in Cockeysville, Maryland, credits the upsurge in his RISO sales with the willingness of RISO's staff to work closely with him to help grow his business. Granick relies on tailoring RISO programs to fit his own needs. "We believe in the product and its future. We hold at least one dem center a week, and we never demo without the CI and color. If they see it, they buy it." As Dealer Principal Alan Elkin says, "We don't sell boxes, we sell systems."

So, what's the secret formula? Although there is no "cookie cutter" solution for everyone, the ingredients are basically the same: top-down selling, Sales-Power training, dedicated RISO specialists, and using the programs in the quarterly packages and the Marketing Tool Kit. Dealers should listen to those who are successful placing Risographs, and when sales are down, take Alan Elkin's advice: "Don't look at it as a problem, consider it an opportunity." ≈

Raise Your Holiday Spirits with the Risograph!

by Karen Schmuch

Yes, it's that time of year again. If the thought of sending all those holiday greeting cards is dampening your holiday spirit, think Risograph!

The Risograph offers a fast and inexpensive way for you to create distinctive, personalized greeting cards. And cards are a perfect way to illustrate the capabilities of the Risograph and the RISO Publisher to dealers, vendors, and other business associates.

Here are just a few ways you can use the Risograph to help ring in the holidays:

1. Design your own cards

An individually designed holiday card is a welcome change. Be innovative! Use RISO's red, bright red, green, yellow, blue, and purple inks to make colorful holiday greetings. Use special paper to create that unique card—and be sure to add on the back: "This card was printed on a Risograph."

When you're designing cards, holiday card and gift catalogs can be a great source of inspiration for motifs and greetings. Holiday clip art packages make it easy to design cards right on the computer. And the Risograph lets you print logos and artwork in any combination of twelve vibrant colors to create memorable, custom cards.

One important point to remember when designing cards is paper size. Even though the Risograph will accommodate any size paper from 4" x 6" to 11" x 17", standard envelopes will not. Try to design cards to fit envelopes that are easily purchased. A few popular sizes for cards are A-2 announcement / #5 1/2 baronial (4 3/8" x 5 5/8"), A-6 announcement (4 3/4" x 6 1/2"), and 6" x 9" booklet. Remember that 8 1/2" x 11" paper cut in half and folded to 4 1/4" x 5 1/2" will fit into an A-2 envelope, and 8 1/2" x 11" paper folded in half will fit into a 6" x 9" envelope.

2. Enhance the cards you already have

If you've already purchased your holiday cards or ordered cards from RISO, don't despair. You can still take advantage of the power of Risography by imprinting a holiday message inside these pre-printed cards. Or use the Risograph to print your return address on the envelope and add a holiday message as well. Colorful ink on a white envelope will really make your card stand out!

3. Experiment with pre-printed papers

Several paper catalogs offer customizable postcards, mailers, letterhead, and cards designed especially for the holidays. Try using multi-colored, deckled, or foil-stamped paper to create dazzling holiday greetings. Call Paper Direct (800-272-7377), Premier Papers (800-843-0414), or Queblo (800-523-9080) for more details.

4. Dress up envelopes, too

Cards aren't the only way to get into the holiday spirit. Dress up your mail by printing a holiday motif on your envelopes and labels. Or show the Risograph's versatility by mailing door hangers or table toppers imprinted with holiday greetings. Blanks USA (800-328-7311) specializes in a line of die-cut paper in various shapes and sizes.

5. Raise spirits with raised printing

If you've never used thermography, now is the season to try. By attaching a thermography unit to a Risograph, you can print messages on glossy card stock or add raised highlights to your card design. Plus, you can add distinction by experimenting with different types of thermography powders. Contact Therm-O-Type (800-237-9630) for more information.

These are only a few ideas for letting the Risograph handle your holiday communications. With a Risograph—and your imagination—the holidays will be easier and brighter than ever! ≈

Two New Arrivals Due in Early '95

by Carla Paredes

RISO is pleased to announce the addition of two hot new colors, teal and burgundy, which will be available the beginning of 1995. Two of the most frequently requested colors, Teal is similar to Pantone 221 and Burgundy to Pantone 321. These new arrivals expand RISO's color line to a total of 14 different color inks. That's more than double the number of any competitor.

Why is color so important?

- Readers retain more information from color documents
- color documents have a higher acceptance rate
- Companies that receive color invoices tend to pay them faster

So, there you have it. If you want it read, remembered, or remitted—print it in color! ≈

Update Your Marketing Tool Kit

by Michele Morrill

RISO is proud to introduce two new items for the Marketing Tool Kit: the RISO Trade Show Mailer and Vertical Market Testimonial Letters.

Dealers now have an easy way to promote their own open houses, dem centers, and local trade shows. Trade Show Mailers include blank cards and envelopes that can be personalized.

Testimonial Letters can be reproduced and given to prospects as another way of promoting the Risograph.

Be sure to update your Tool Kit with these two new marketing items. ≈